Ad Hoc Web Redesign
City Council Committee
Meeting of
October 27, 2016

Honorable Mayor and Members
of the Ad Hoc Web Redesign
City Council Committee
City Hall
Torrance, California

Members of the Committee:

SUBJECT: City Manager – Citywide Website Redesign II (CWR-II) Project.
APPROVED EXPENDITURE: $276,460.00

RECOMMENDATION

Recommendation of the Cable and Community Relations Manager that the Ad Hoc City Council Committee concur with the Citywide Web ReDesign Team recommendation of number three conceptual wireframe redesign for the City's website.

Funding is approved in FEAP 842.

BACKGROUND

Each member of the Citywide Web ReDesign Team completed a separate planning and graphic design survey. Each member survey was analyzed collectively by Vision Internet. Vision also added a code to our existing homepage to generate heat-maps that visually illustrates what parts are clicked to access information, red being most used. Vision also used Google Analytics to identify what pages are accessed, how often, and how many times during 2015. Vision also conducted a resident exercise to observe interaction with the current website. Based on these four tools, Vision created three conceptual wireframe designs to consider and presented them for discussion and input during a workshop with the ReDesign Team.

ANALYSIS

The Citywide Web ReDesign Team and Vision Internet Team met in a workshop to review the timeline, discuss components and specification, domains and hosting, third party vendors and applications currently used on the site, content migration sitemap creation, and user worksheets, user experience presentation and study results, review and discussion of homepage layout wireframe, and graphic design options.

The desired features expressed by the Ad Hoc Committee and affirmed by the City Council are incorporated in these three designs.

The following objectives were issued by the City Council:
1) Create visually attractive pages on the Torrance website showcasing information aimed at local community members.
2) Adopt a user-centric approach throughout, particularly in site architecture and content that speaks in the visitor's language and offers relevant information with fewer click-throughs.

3) Create and implement a search engine optimization strategy that uses best practices in design and content.
4) Maximize site usability through current web design and development best practices – relevant content, useful functionality, and a high degree of interactivity.
5) Increase amount of visitor "quality time" on the website by inter-linking relevant content to increase click depth.
6) Explore valuable functionality that will keep the user engaged and foster long-term relationships.

The Committee previously discussed and expressed an overall desire for the website to include a new look and feel that markets the city, features activities, and welcomes the community to easily locate information.

The three conceptual designs preseneted by Vision Internet provide for a variety of paths to identify and locate information. The designs feature search, news, and combination of the two. The layouts provide a balance of information and design to market Torrance in a effective and efficient manner. After careful consideration and including a few modifications to the design presented, the ReDesign Team determined design number three best met the goals as stated and approved by the City Council.

Attached is the development process and timeline goals, along with wireframe conceptual designs.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By: _____
Michael D. Smith
Cable & Community Relations Manager

CONCUR:

_____
Richard Shigaki, Director
Communications and Information Technology

_____
LeRoy J. Jackson
City Manager

ATTACHMENTS: A) Status and Timeline with Steps
B) Development Workflow
C) Wireframe Conceptual Design #1
D) Wireframe Conceptual Design #2
E) Wireframe Conceptual Design #3

Torrance Citywide Web ReDesign
STATUS and TIMELINE

Planning Survey:

Date: Friday, September 16th by the end of the day

Graphic Design Survey:

Date: Friday, September 16th by the end of the day

Discuss with your core team Graphic Design Direction

Goal Date: Friday, September 16th by the end of the day

Target wire frame planning workshops

- Thursday, October 20th , – City Main Site
- Tuesday, November 8th – Economic Development
- Tuesday, November 8th – Cultural Arts
- Wednesday November 9th – Library
- Thursday, November 17th – Transit

Ad Hoc City Council Committee
Wireframe design approval

Goal Date: Thursday, October 27th

Graphic Design

Goal Date: Thursday, December 8th

CONTENT PREPARATION

Goal Date: Thursday, January 19th

DEVELOPMENT

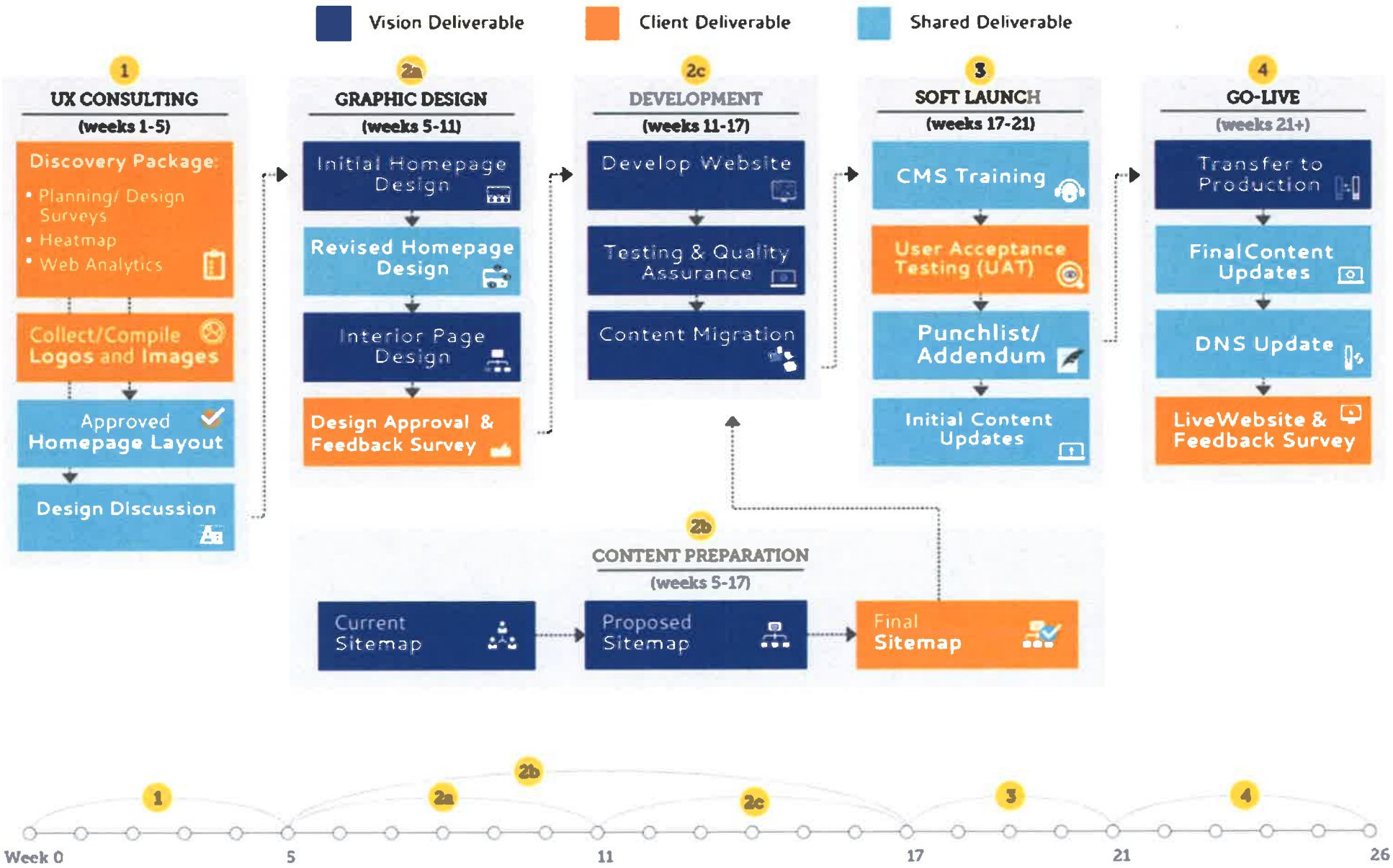
Goal Date: Wednesday, January 25th

SOFT LAUNCH

Goal Date: Thursday, February 23rd

GO-LIVE

Goal Date: Monday, March 6th



Attachment B

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I Want To...
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Library
Transit
Utilities
Permits & Licenses
Whiteframe Conceptual Design #1
To increase transparency, the City of Torrance will display the City's financial data into easy to read visuals
News
Mayor's 2016 state of the City address
Cooling Centers 2014
Toyota Motors Sales Relocation
See all News >
Meetings & Events
JUNE 2016
Oct 24
City Council Meeting
10:00 AM
Oct 25
Beautification Advisory Board Meeting Agenda
4:30 PM
Oct 26
Canceled - (DRB) Design Review Board Meeting
5:30 PM
See all Events >
Keep Up to Date
3031 Torrance Blvd., Torrance, CA 90503
P: (310) 328-5310
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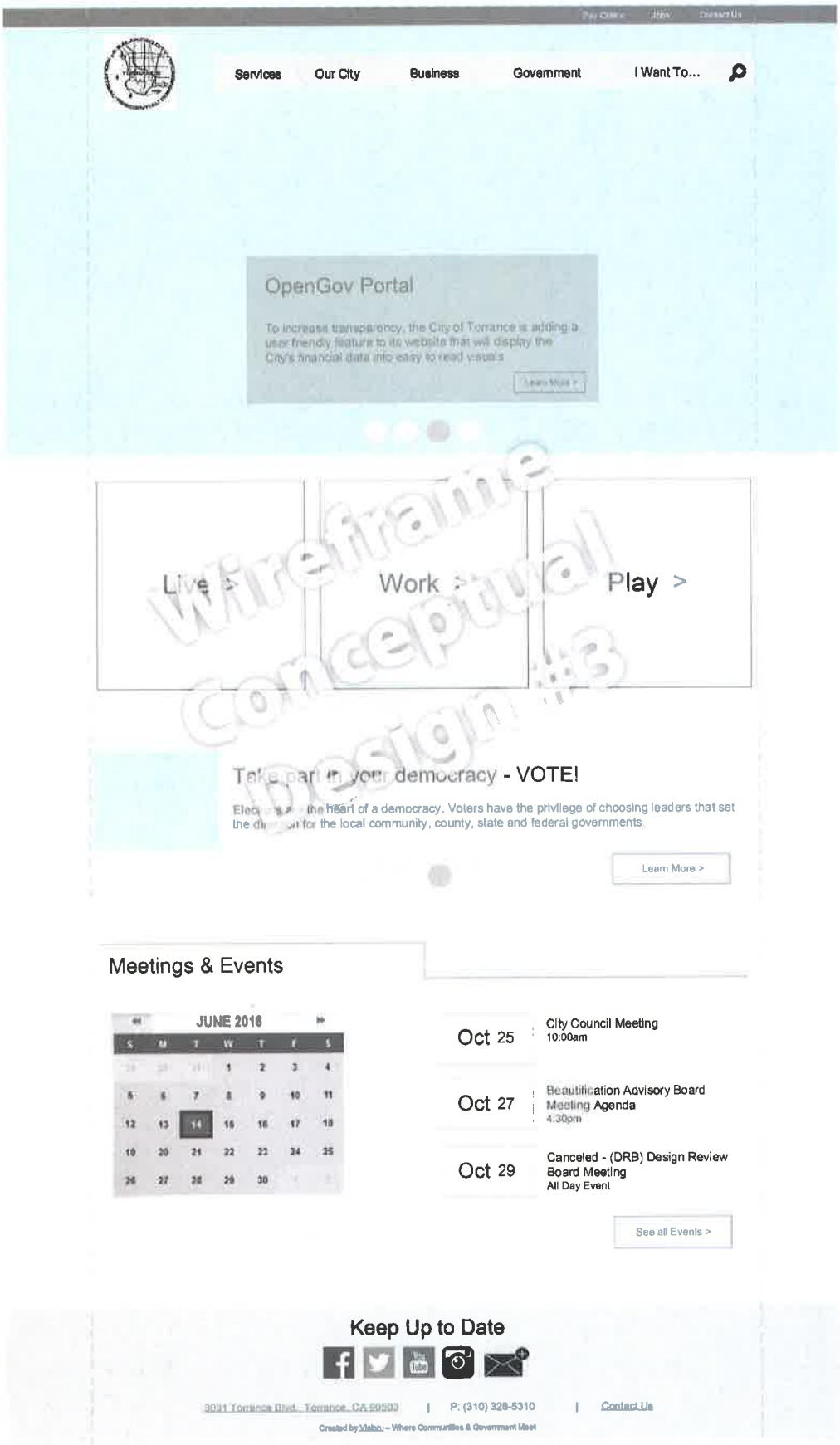
Latest News
Wireframe Concept Design
OpenGov Portal
Mayor's 2016 state of the City address
Cooling Centers 2016
Toyota Motors Sales Relocation
Today, Toyota Motor Sales announcement of the relocation of its North American Headquarters to Texas was very disappointing to the City of Torrance
See all News >
Keep Up to Date
Meetings & Events
Oct 28
City Council Meeting
6:30pm
Oct 29
Coffee with Council Schedule
9:00am
Oct 30
Public Library Kicks Off Summer Reading Program
All day event
Nov 1
Metro Earns Top Economic Development Ranking
7:00pm – 9:00pm
See more Events >
3031 Torrance Blvd.,
Torrance, CA 90503
Phone: (310) 328-5310
Created by Vision. – Where Communities & Government Meet

Attachment E